



Pedro E. Segarra
Mayor

EXECUTIVE ORDER

EO Number: 14-2
Topic: Improving Access to Spanish-Speaking Residents
Effective Date: August 28, 2014

WHEREAS, The City of Hartford is committed to making information widely available to residents, business owners, and other stakeholders in Hartford, and

WHEREAS, Executive Order 14-1, issued in March of 2014, outlined the ways in which the City will generate data and make it available to support our commitment to open government, and

WHEREAS, Easy access to information is essential to the safety and economic health of Hartford's people as well as their ability to be engaged in the civic life of the community and is necessary to assure that municipal government is accountable to its residents, and

WHEREAS, In communicating with the public, the City must utilize strategies and methods that reach all of its residents in ways that enable them to hear, understand, and utilize the information, and

WHEREAS, Forty-three percent (43%) of Hartford's population identify themselves as Latino/Hispanic and 38% of Hartford residents over five years of age speak Spanish, and

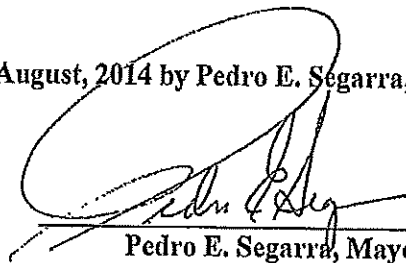
WHEREAS, In order to communicate effectively with the Latino and Spanish-speaking community, the City must not only provide information in Spanish but through communication channels commonly used by Latino residents, and

WHEREAS, The City of Hartford is committed to supporting small and minority-owned businesses through its own contracting, employment, and outreach activities and many of these businesses are owned by and serve the Hartford Latino community,

**NOW, THEREFORE, BE IT PROMULGATED BY EXECUTIVE ORDER OF THE
HONORABLE PEDRO E. SEGARRA, MAYOR OF THE CITY OF HARTFORD:**

1. That each department, office, and employee of the City of Hartford shall be, at all times, cognizant of and responsive to the necessity of communicating with the public in ways that make information easily accessible to the Latino and Spanish-speaking members of the Hartford community, and
2. That placement of advertising relative to City contracting, legal notices, employment, and other City actions incorporate Latino print, radio, television, and internet media, and
3. That solicitations of businesses to provide marketing or communication services to City government include Latino-owned businesses and those that focus on reaching the Latino community, and
4. That the Management and Budget Office will complete, within 30 days of the date of this Executive Order, a report of all expenditures made to Latino print, radio, television, and internet media and marketing firms during the 2013-14 fiscal year, and
5. That each City department and office will prepare, within 30 days of the date of this Executive Order, a goal and a plan for increasing their use of Latino print, radio, television and internet media and marketing firms during the 2014-15 fiscal year, and
6. That, at the conclusion of the 2014-15 fiscal year, the Administration will evaluate progress in relation to the directives of this Executive Order.
7. That the Mayor's Office will share this Executive Order with the Hartford Board of Education and the Hartford Public Schools with the recommendation that they adopt a similar policy.

Signed this 28th day of August, 2014 by Pedro E. Segarra, Mayor of the City of Hartford.



Pedro E. Segarra, Mayor